

ORDER



WOOD

Orders
Order / Rev: 218192
Alt Order #:
Product Desc: 12-HCC-955
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 11/05/12
Order Type: REG

Primary AE: WOOD Local House
Sales Office: L-GR
Sales Region: Loc

Agency
Name: Marketing Resource Group Inc
Buying Contact:
Billing Contact:
 225 South Washington Square
 Lansing, MI 48933

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Committee to Elect Jase Bolger
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: TO1743

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	89	\$60,400.00	\$51,340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	89	\$60,400.00	\$51,340.00	0.00
Totals	89	\$60,400.00	\$51,340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/30/12	11/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	MTWTF--	:30	4	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--			4			\$250.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$250.00		0.00			
N 2	WOOD	10/30/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	MTWTF--	:30	3	\$650.00	P3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--			3			\$650.00		0.00			
Week:		11/05/12	11/11/12	M-----			1			\$650.00		0.00			
N 3	WOOD	10/30/12	11/06/12	Today Show M-F Today Show	CM	658-9a	MTWTF--	:30	3	\$975.00	P3	0.00	NM	4	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--			3			\$975.00		0.00			
Week:		11/05/12	11/11/12	- T-----			1			\$975.00		0.00			
N 4	WOOD	10/30/12	11/06/12	Today Show 2 Today Show 2	CM	9-10a	MTWTF--	:30	2	\$600.00	P3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--			2			\$600.00		0.00			
Week:		11/05/12	11/11/12	- T-----			1			\$600.00		0.00			
N 5	WOOD	10/30/12	11/02/12	Today Show 3 Today Show 3	CM	10-11a	MTWTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--			3			\$400.00		0.00			

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Advertiser: POL/Committee to Elect Jase Bolger
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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WOOD	10/30/12	11/05/12	M-F 11a-12p eightWest	CM	11a-12p	MTWTF--	:30	4	\$125.00	P3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					4	\$125.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$125.00		0.00			
N 7	WOOD	10/30/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	MTWTF--	:30	3	\$450.00	P3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$450.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$450.00		0.00			
N 8	WOOD	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1-2p	MTWTF--	:30	3	\$400.00	P3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$400.00		0.00			
N 9	WOOD	10/30/12	11/05/12	M-F 2-3p Rachael Ray	CM	2-3p	MTWTF--	:30	3	\$250.00	P3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
N 10	WOOD	10/30/12	11/05/12	M-F 3-4p Dr Oz	CM	3-4p	MTWTF--	:30	3	\$250.00	P3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
N 11	WOOD	10/30/12	11/06/12	M-F 4-5p Ellen	CM	4-5p	MTWTF--	:30	3	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					2	\$750.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$750.00		0.00			
N 12	WOOD	10/30/12	11/02/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	- TWT---	:30	2	\$1,150.00	P3	0.00	NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWT---					2	\$1,150.00		0.00			
N 13	WOOD	10/30/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MTWTF--	:30	3	\$1,150.00	P3	0.00	NM	4	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$1,150.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,150.00		0.00			
N 14	WOOD	10/30/12	11/05/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	MTWTF--	:30	3	\$2,000.00	P3	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 15	WOOD	10/30/12	11/05/12	M-F 7-730p Inside Edition	CM	7-730p	MTWTF--	:30	3	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$750.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$750.00		0.00			
N 16	WOOD	10/30/12	11/05/12	M-F 730-8p Access Hollywood	CM	730-8p	MTWTF--	:30	3	\$650.00	P3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$650.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 17	WOOD	10/30/12	11/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	:30	3	\$1,450.00	P3	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--					3	\$1,450.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,450.00		0.00			
N 18	WOOD	10/30/12	11/02/12		CM	1135-1235a	- TWTF--	:30	3	\$550.00	P3	0.00	NM	3	\$1,650.00

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Advertiser: POL/Committee to Elect Jase Bolger
 Product Desc: 12-HCC-955
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show/Jay Leno Tonight Show w/ Leno															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- TWTF - -			3			\$550.00			0.00			
N19	WOOD	11/03/12	11/03/12	Daybreak Sat @6am	CM	6-7a	- - - - - S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
Daybreak Sat 6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			1			\$350.00			0.00			
N20	WOOD	11/03/12	11/03/12	Daybreak Sat @7am	CM	658-8a	- - - - - S-	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
Daybreak Sat@7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			1			\$550.00			0.00			
N21	WOOD	11/03/12	11/03/12	Today Show Sa	CM	758-10a	- - - - - S-	:30	1	\$675.00	P3	0.00	NM	1	\$675.00
Today Show Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			1			\$675.00			0.00			
N23	WOOD	11/03/12	11/03/12	LN Sa	CM	11-1130p	- - - - - S-	:30	1	\$1,450.00	P3	0.00	NM	1	\$1,450.00
Saturday News 8 @11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			1			\$1,450.00			0.00			
N24	WOOD	11/03/12	11/03/12	SNL	CM	1130p-1a	- - - - - S-	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
Saturday Night Live (11:30 PM-1:00 XM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			1			\$1,000.00			0.00			
N25	WOOD	11/03/12	11/03/12	Notre Dame Football	CM	230-6P	- - - - - S-	:30	2	\$675.00	P3	0.00	NM	2	\$1,350.00
Notre Dame Football (2:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S-			2			\$675.00			0.00			
N26	WOOD	11/04/12	11/04/12	Daybreak Sun @6am	CM	6-7a	- - - - - S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
Daybreak Sun @6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S			1			\$300.00			0.00			
N27	WOOD	11/04/12	11/04/12	Daybreak Sun @7am	CM	658-8a	- - - - - S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
Daybreak Sun @7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S			1			\$500.00			0.00			
N29	WOOD	11/04/12	11/04/12	Sun 6p News 8	CM	6-7p	- - - - - S	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
Sun News 8 @6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - - - S			1			\$1,150.00			0.00			
N30	WOOD	11/05/12	11/06/12	WOOD News @430am	CM	430-5a	MT- - - - -	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
WOOD News @ 430am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	MT- - - - -			2			\$50.00			0.00			
N31	WOOD	11/01/12	11/01/12	Thur Prime Other 1	CM	8-10p	- - - T - - -	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
Thu 8-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	- - - T - - -			1			\$1,500.00			0.00			
N32	WOOD	11/06/12	11/06/12	Today Show 2	CM	9-10a	- T - - - - -	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
Today Show 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	- T - - - - -			1			\$600.00			0.00			
N33	WOOD	11/06/12	11/06/12	Today Show 3	CM	10-11a	- T - - - - -	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
Today Show 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	- T - - - - -			1			\$400.00			0.00			
N34	WOOD	11/06/12	11/06/12	M-F 2-3p	CM	2-3p	- T - - - - -	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 Product Desc: 12-HCC-955
 Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N34	WOOD	11/06/12	11/06/12	M-F 2-3p Rachael Ray	CM	2-3p	-T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
N35	WOOD	11/06/12	11/06/12	M-F 3-4p Dr Oz	CM	3-4p	-T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
N36	WOOD	11/06/12	11/06/12	M-F 5p News M-F News 8 @5p	CM	5-530p	-T-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$1,150.00		0.00			
N37	WOOD	11/06/12	11/06/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
N38	WOOD	11/06/12	11/06/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	-T-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$100.00		0.00			
Totals														89	\$60,400.00